Home Office

SELLING ALCOHOL RESPONSIBLY:

Good Practice Examples from the Alcohol Retail and Hospitality Industries

The Mandatory Code for Alcohol Retailers England and Wales

April 2010

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Ministerial Foreword

Alcohol is an important part of our culture. Most individuals drink responsibly and most hospitality businesses and alcohol retailers sell alcohol responsibly. However, there are a minority of people whose drinking leads to crime and disorder and a minority of licensed premises who do not take their responsibilities seriously when selling alcohol. We want the night time economy to be a safe place for the responsible majority to enjoy.

Alcohol-related crime has fallen by a third since 1997, but at a cost of £8-£13 billion per year, it remains unacceptably high. That is why we have introduced a range of new tools and powers to tackle problem drinkers, such as Drink Banning Orders and Directions to Leave, and why Government has decided to introduce five new mandatory licensing conditions to bring an end to irresponsible promotions, to ban pouring alcohol directly into the mouths of customers, and to ensure that age verification policies are in place, free tap water is provided and small measures are available to customers.

Alongside the introduction of these new conditions, it is important to acknowledge the excellent work that those who retail alcohol are already doing to contribute to the four licensing act objectives: namely to prevent crime and disorder, prevent public nuisance, protect public safety and protect children from harm.

We want more businesses to learn from these examples and to adopt these effective schemes.

This resource has been developed by the Home Office, in partnership with organisations from the hospitality and alcohol retail industry and stakeholders in alcohol policy.

I want to emphasise the point that good partnership working at local level, that involves local businesses, is vital - not only in making these good practice examples work, but also in developing new responses and tackling the problem of alcohol related crime and disorder in the night time Economy.

Alan Campbell

Parliamentary Under Secretary of State for Crime Reduction

Examples of Good Practice

This document sets out initiatives and schemes that are examples of good practice in alcohol retailing. We have given a brief summary of the aims and actions for each example and then provided a signpost to where to find out more information or to sign up.

It is important to acknowledge the differences between types of premises, such as their size, type of licence, and location etc. As a result, for example, an out of town 24-hour supermarket may well have different needs to a city centre pub.

This list is not exhaustive, but does give a good idea of the schemes you can be part of, or of practice that you can adopt.

Preventing Underage Sales

Challenge 21

Since 2006, the Challenge 21 scheme has been raising awareness among publicans and their staff of the need to be vigilant in preventing underage sales. The scheme serves as a reminder to customers that it is against the law to purchase alcohol if you are under 18, or to purchase alcohol on behalf of someone who is under 18. If you appear to be under 21, you can expect to be asked to prove your age.

Research has shown that 90% of 18-24 years olds are aware of the Challenge 21 scheme, demonstrating the success of the scheme amongst its key target group. Pubs turn away over one million customers each month who, when challenged, are unable to provide acceptable proof of age - clearly indicating the trade is making a huge effort to enforce the law and prevent underage sales.

To order materials or download posters from BBPA, click here:
www.beerandpub.com/industryArticle.aspx?articleId=85

To order the posters in Welsh, click here:
www.ceredigion.gov.uk/utilities/action/act_download.cfm?mediaid=13583

Challenge 25

Challenge 25 was developed by The Retail of Alcohol Standards Group (RASG) to give staff serving alcohol a wider margin of protection to ensure that alcohol is not sold to anyone under 18. A Challenge 25 policy means that customers who look as though they are under 25 are asked by store staff to show proof that they are over 18.

The design is available in several formats, from posters to shelf barkers to badges, to reinforce the message throughout the store. There are also a range of signs to inform consumers about the penalties for buying alcohol underage and proxy purchasing.

The signage is used throughout RASG member stores and RASG have made the designs available to non- member retailers on the Wine and Spirit Trade Association website. Signage is also available in Welsh and for Scottish licenced premises.

You can find more details or download posters and resources at:
www.wsta.co.uk/Challenge-25.html

and
www.acs.org.uk/en/Advice/advice_guides/responsible_retailing/

PASS Scheme

PASS

The Proof of Age Standards Scheme (PASS) was launched in 2003 to bring in a common standard, an easily recognisable identity and a robust accreditation process to help protect retailers of age-related products, and their employees from the many fake ID cards used throughout the country.

Retailers face a constant problem of trying to identify what is a genuine proof-of-age card versus a fraudulent one. A PASS accredited card allows them to be confident that the ID is genuine when they see the unique PASS hologram.

PASS is the UK's national guarantee scheme for proof-of-age cards backed by the Government and supported by authoritative organisations, including the Association of Chief Police Officers (ACPO) and the Trading Standards Institute (TSI). The scheme is also supported by the main trade associations connected with those selling age-restricted products. Over 2 million young people currently carry PASS accredited proof-of-age cards, all bearing the distinctive PASS hologram.

To find out more, click here:
www.pass-scheme.org.uk/

Building Strong Community Partnerships

Best Bar None

Best Bar None is a recognised award scheme supported by the Home Office, aimed at promoting the responsible management and operation of alcohol-licensed premises. It has been adopted by over 95 towns and cities across the UK and is even now being taken up in other countries.

Best Bar None schemes provide an incentive for the operations of licensed premises to improve their standards of operation to the level of a commonly agreed national benchmark. It has proved to be an excellent vehicle for partnership working as it provides:

- An incentive for operators to improve their standards
- Licensees the chance to show how well they manage their businesses
- A reference point for authorities to work with local pubs and clubs in tackling crime and disorder issues.

It sets a minimum standard of operation and encourages the sharing of best practice by rewarding safe and well-managed licensed venues. An evaluation carried out in 2009 of 40 BBN schemes showed that BBN is one of the major contributors to reducing crime in their areas and substantially helps towards the solution of alcohol related crime in the night time economy. Early indications of statistics show a 15-35% reduction in local area crime statistics.

To join the Best Bar None scheme, click here:
www.bbnuk.com/images/stories/pdfs/2009%20scheme%20guidelines%20%26%20application%20form%20-%20on%20licence.doc

Purple Flag

Purple Flag is an award given to an area based on an objective assessment of five key elements of that area at night.

Purple Flag has been developed in conjunction with the Home Office, Department of Communities and Local Government, Department for Culture, Media and Sport, Association of Chief Police Officers, British Institute of Innkeepers, BCSC Educational and Research Trust, Noctis, BBPA, Institute of Licensing, Business In the Community, Keep Britain Tidy, Kingston First and LACORS. It is led by the Association of Town Centre Management (ATCM).

For more information, click here:
www.atcm.org/purple-flag/index.php

Or to fill in the application form, click here:
www.atcm.org/purple-flag/1-purple-flag-entry-form.doc

Community Alcohol Partnerships

Community Alcohol Partnerships were developed by the Retail of Alcohol Standards Group and local partners to address underage drinking.

Community Alcohol Partnerships aim to tackle the problems caused by underage access to alcohol through co-operation between alcohol retailers and local stakeholders, such as Trading Standards, police, local authority licensing teams, schools and health networks.

The largest CAP so far, run with Kent County Council, was independently evaluated by Kent University, who found that pilot areas saw a substantial reduction in criminal damage and that anti-social behaviour fell in six out of seven measures.

CAP officer, Philip Loring, manages the established Community Alcohol Partnerships and works with Local Authorities to develop new partnerships in their areas.

More information can be found at:
www.communityalcoholpartnerships.co.uk.

Community Engagement Good Practice Guide

Noctis (in conjunction with Diageo) have produced a short practical guide to producing good partnerships in the Night Time Economy between operators, local authorities and police at local level.

You can download this here:
www.noctisuk.org/_download/56029/noctisgpguide%20final.pdf

Business Improvement Districts

A Business Improvement District (BID) is a locally funded scheme to introduce real improvements to a business area and its local community – set up with the democratic agreement of local businesses. A BID must provide real additional local services for the area, with local businesses agreeing on the improvements that need to be made, the specific measures needed to achieve them, and how much businesses should pay.

There are many local improvements that can be funded through BIDs. These can include better and more frequent policing, installation of CCTV cameras, more litter bins and rubbish collections, and schemes to ensure rapid response to graffiti and litter, replacing street lamps, mending pavements and investment in the visual appearance of the area, such as trees and other planting. There are few limits on what type of improvements can be provided. BIDs can provide local training and employment schemes, for example, or more frequent local transport. By putting property owners in control, they are an excellent tool for the improvement of town centres. BIDs are funded through a levy on the rateable value of businesses involved in the scheme. Some areas focus their BID on the night time economy, whilst other examples include tourism and shopping.

Find out more here:
www.ukbids.org/

Pub is the Hub

Pub is the Hub was initiated by HRH The Prince of Wales in 2001, as President of Business in the Community. It is part of the Rural Action Programme and is a 'not for profit' advisory organisation.

Pub is the Hub encourages rural pub owners, licensees, and their local communities to work together to support, retain and locate local services where possible within the pub whilst often improving the viability of the business itself. Pub is the Hub assists with guidance on the availability of local and regional project funding, and having a thorough understanding of the pub business, is able to advise on the best way to progress with each individual project.

It works across England and Wales on projects ranging from providing local shops to encouraging the local sourcing of products, accommodating Post Office services, providing local school meals, IT training or community centres.

For more details, click here:
www.pubisthehub.org.uk/

You can download their good practice guide here:
www.pubisthehub.org.uk/assets/downloads/PITH_Good_Practice_Guide.pdf

BBPA Partnerships Initiative

The BBPA Partnerships Initiative has been developed in order to respond positively and effectively to local authorities seeking representation from trade association member companies, and formalise the BBPA's approach to working in partnership at local level. The Initiative is voluntary, and simply provides a mechanism to find local industry representatives for local Crime Reduction Partnerships that have requested industry input, so that they can contribute to the development of policy and strategy on public order issues.

BBPA member companies have supported the initiative by nominating key individuals from their organisations to become involved in dialogue on crime and disorder with partners at local level.

You can download the BBPA Partnerships Guidance by clicking here:
www.beerandpub.com/documents/publications/industry/BBPA_Guidance_for_Industry_Representatives.pdf

Taking a Socially Responsible Approach

Crisis Management Policy

Noctis have produced a useful checklist of what is needed to run a good, corporately socially responsible business - and what to do if a crisis occurs in your business.

To download the document, click here:
noctis.net-genie.co.uk/_download/39482/noctis%20poppleston%20allen%20crisis%20management%20paper%20june%2008.pdf

Server Training

There is good evidence of the impact that good server training can have on reducing crime and disorder, underage sales and sales to drunks.

Induction and development programmes ensure that staff have the skills and confidence to meet legal requirements and their wider responsibilities. Training is needed at all levels - bar staff, supervisory, site manager, and district manager.

One example, from Manchester, is available to download here:
www.manchesterpubandclub.co.uk/responsible-alcohol-service/

Keeping Staff and Customers Safe

PubWatch

National PubWatch is a voluntary organisation set up to support existing local PubWatch schemes and encourage the creation of new ones. Local PubWatch schemes are run by licensees and provide a forum in which they can exchange information. The BBPA funds National PubWatch and remains committed to raising the profile of National PubWatch and awareness of its work.

It is good practice to actively encourage all managers to join and participate in their local PubWatch scheme, which is an excellent means to build relationships at a local level between the licensed trade and the authorities to the benefit of the local community.

PubWatch have launched a Best Practice Guide that deals with starting and running watches, and a special pager scheme, 'Pub alert'. The PubWatch Guide and its revised editions has proved very successful with nearly 3,500 copies supplied to licensees, police, town centre managers and watch co-ordinators throughout the country with requests still coming in every week.

To find your nearest PubWatch contact, or to set up a new scheme, click here: www.nationalpubwatch.org.uk/contact.htm

To request a copy of the PubWatch good practice guide, email:
userrequest@nationalpubwatch.org.uk

Managing Safety in Bars, Clubs and Pubs

This BBPA document provides guidance to assess the risk of violence in individual licensed premises, based on existing good practice.

You can download this by clicking here:
www.beerandpub.com/documents/publications/industry/Managing_Safety_in_Bars_Clubs_&_Pubs_Final_PDF.pdf

Safer Nightlife

Produced by the alcohol industry, London Drug Policy Forum and the Home Office, Safer Nightlife promotes best practice for all those working in the Night Time Economy. In particular it is aimed at:

- licensing authorities;
- police and fire officers;
- venue managers/promoters; and
- health promotion workers.

The purpose of Safer Nightlife is to help ensure the health and safety of everyone involved in, and going out to, events in pubs and clubs with particular emphasis on those who also take drugs. The document provides dedicated advice on a range of key issues including creating a safe physical environment, tackling drug dealing, reducing harm from drug use, promoting sexual health and developing a drug policy.

You can download this by clicking here:
www.cityoflondon.gov.uk/NR/rdonlyres/E4E0FE3A-9F8E-4182-AFBF-31C83E74C03A/0/SS_LDPF_safer_nightlife.pdf

Licensed Property: Security in Design

The British Beer & Pub Association and the Metropolitan Police Service have produced a document called, "Effective Licensed Property Security Systems". This booklet focuses on designing an environment that minimises opportunities for crime.

You can download this here:
www.beerandpub.com/documents/publications/industry/Security_in_design.pdf

Dispersal Policy

Noctis have produced a good practice guide outlining some useful pointers when considering implementing a dispersal policy.

You can download this here:
noctis.net-genie.co.uk/_download/39481/noctis%20dispersal%20policy%20headed.pdf

Drugs and Pubs

The BBPA have produced a useful guide on helping to keep drugs out of licensed premises and how to deal with incidents.

To download the guidance, click here:
www.beerandpub.com/documents/publications/industry/Drugs_and_Pubs.pdf

Supporting National Communications Campaigns

Drinkaware Trust

Drinkaware provides consumers with information to make informed decisions about the effects of alcohol on their lives and lifestyles. Their public education programmes, grants, expert information and resources help create awareness and affect positive change. An independent charity established in 2007, Drinkaware works alongside the medical profession, the alcohol industry and government to achieve its goals.

Drinkaware resources are disseminated to individuals, health-care and education providers, as well as armed forces, youth and community groups.

You can find out more information or download resources from here:
www.drinkaware.co.uk/

Campaign for Smarter Drinking

The £100 million social marketing campaign, with the theme, 'why let good times go bad?' will run for at least five years. For the first time, over 45 companies from the drinks industry have come together to work with Government and Drinkaware to tackle binge drinking among 18-24 year olds.

You can find out more information or download resources from here:
www.drinkaware.co.uk/features/homepage/recent/why-let-good-times-go-bad

Portman Group

The Portman Group's Code of Practice on the Naming, Packaging and Promoting of Alcoholic Drinks was established in 1996. The Code seeks to ensure that drinks producers market their products in a socially responsible way and only to an adult audience.

The Code regulates all pre-packaged alcoholic drinks marketed for sale in the UK. The Code applies to a drink's name and packaging, press releases, websites, sponsorship, sampling, branded merchandise, advertorials and all other drinks producer marketing, apart from advertising which is regulated by the Advertising Standards Authority.

The Code prohibits the marketing of alcoholic drinks to under-18s; the alcohol content of a drink must be made absolutely clear; its alcoholic strength should not be dominant; it must not encourage rapid or down-in- one drinking; there must be no association with illegal drugs, bravado, aggression or anti-social behaviour and any suggestion that the drink will lead to sexual success or increased popularity is also banned.

All Code complaints go to an Independent Complaints Panel. Several products have been completely removed from sale by retailers in support of the Panel's decisions. This sanction gives the Code teeth. The Portman Group also runs a free and confidential Code Advisory Service to help drinks producers and their marketers stay on the right side of the Code.

You can download a copy of the Code at:
www.portmangroup.org.uk/assets/documents/4th%20Ed%20of%20Code.pdf

Key Contacts

Advertising Standards Authority
Mid City Place, 71 High Holborn
London WC1V 6QT
020 7492 2222
Email: enquiries@asa.org.uk

Association of Licensed Multiple Retailers
9b Walpole Court, Ealing Studios, London, W5 5ED
020 8579 2080
Email: info@almr.org.uk

Association of Convenience Stores
Federation House
17 Farnborough Street
Farnborough, Hampshire GU14 8AG
01252 515001

Association of Town Centre Managers
1 Queen Anne's Gate, Westminster, London
SW1H 9BT
020 7222 0120
Email: info@atcm.org

British Beer & Pub Association
Market Towers
1 Nine Elms Lane
London SW8 5NQ
020 7627 9191
Email: web@beerandpub.com

British Institute of Innkeeping
Wessex House, Park Street, Camberley, Surrey GU15 3PT
01276 684449
www.bii.org/home

Federation of Licensed Victuallers Associations
126 Bradford Road, Brighouse, West Yorkshire HD6 4AU
01484 710534
Email: admin@flva.co.uk

National BIDs Advisory Service
www.ukbids.org
0207 227 3464

National Pubwatch
PO Box 498
Crewe
CW1 9ER
01270 213399
Email: admin@nationalpubwatch.org.uk

Noctis
5 Waterloo Road, Stockport
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